

005290" 0550960

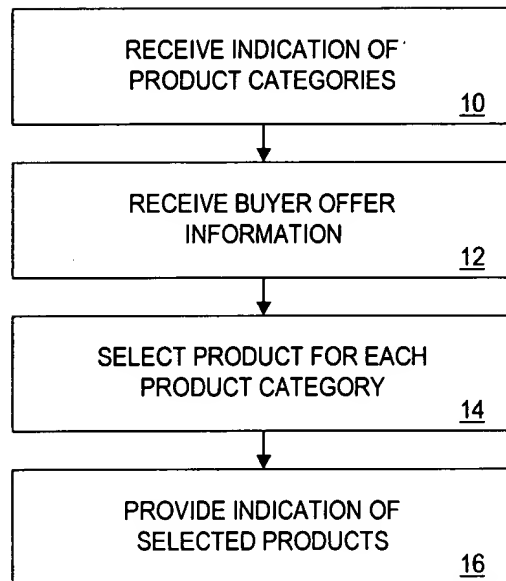


FIG. 1A

THE **NEW** **YORK** **PUBLIC** **LIBRARY**

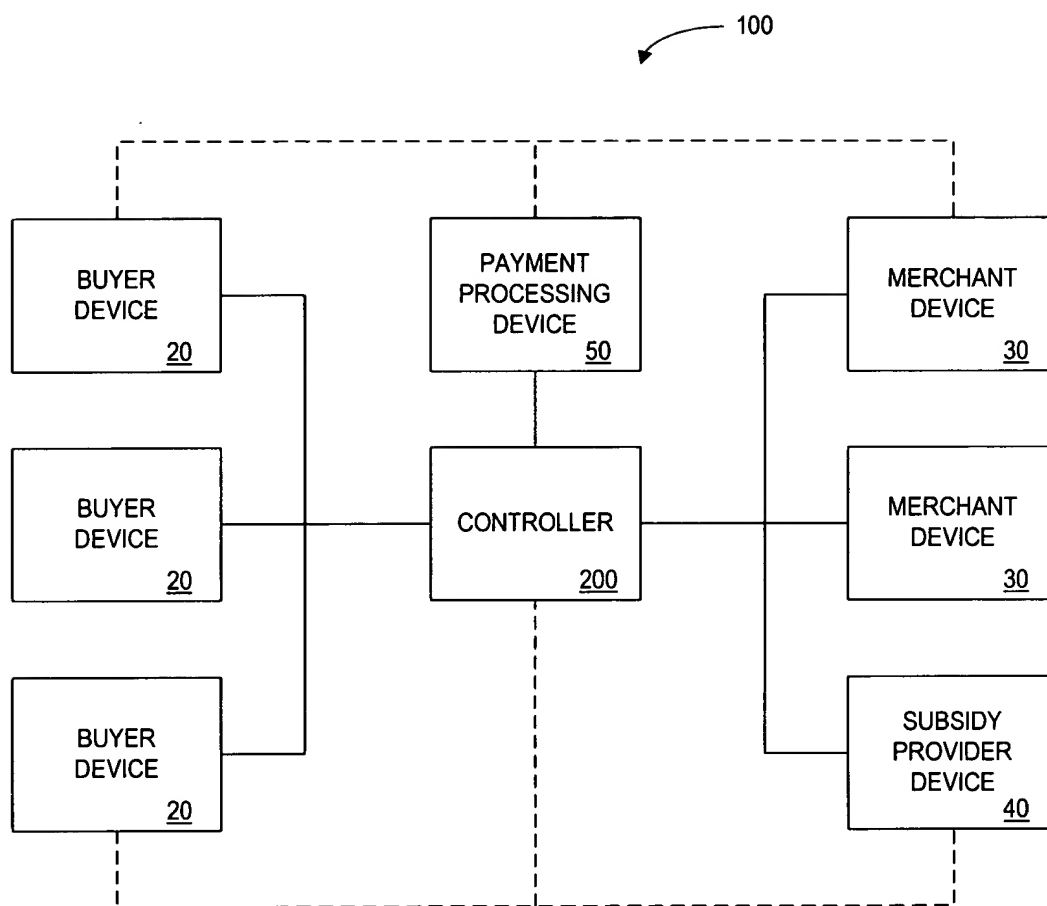


FIG. 1B

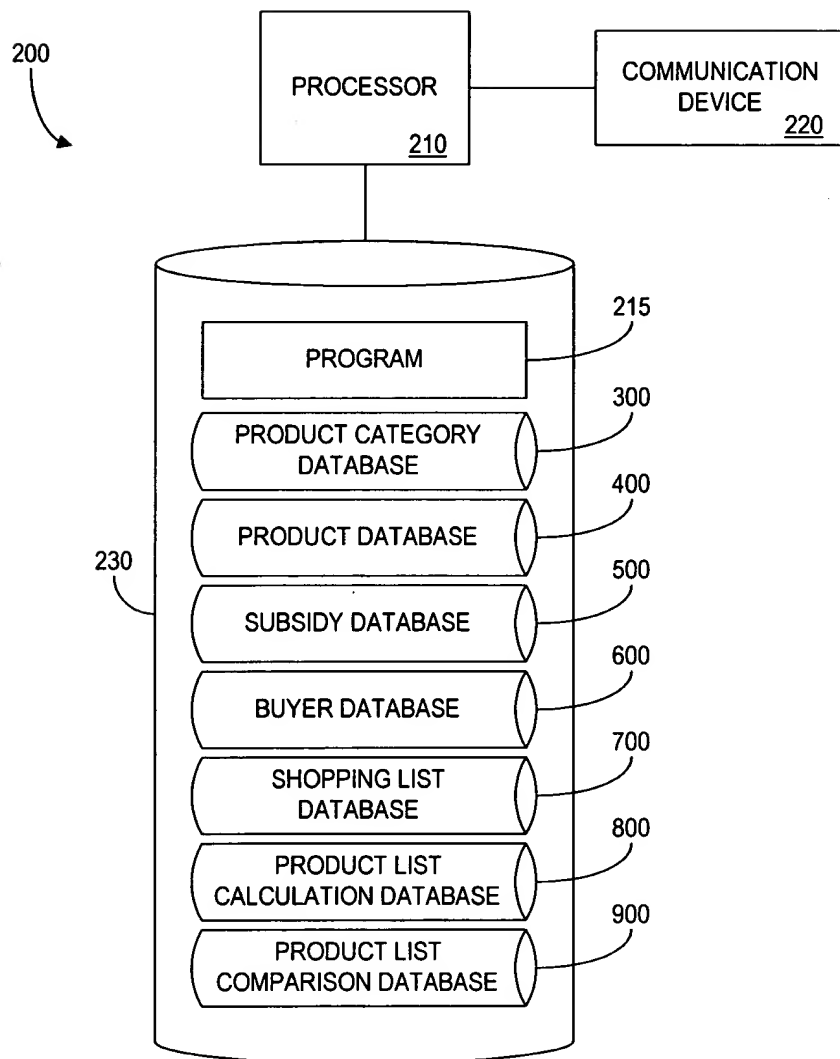


FIG. 2

005330 " 0656050

300

PRODUCT CATEGORY IDENTIFIER 302	PRODUCT CATEGORY DESCRIPTION 304	PRODUCTS IN CATEGORY 306
PC-123-9234	BATH SOAP (3 BARS)	P-0892-08924-97; P-5485-23048-24; P-9023-98574-54
PC-092-1234	PASTA SAUCE (16 OZ JAR)	P-0984-90234-02; P-0283-17234-23; P-1230-89127-12; P-8902-29038-76
PC-634-9078	SODA POP (6 CANS)	P-9052-39242931; P-7645-23424-26; P-2345-35345-57
PC-574-8540	13 GALLON TRASH BAGS (PACK OF 20)	P-0982-29038-62; P-2341-12342-78
PC-903-9034	TUNA FISH (6 OZ CAN)	P-9823-98435-57; P-0928-09823-58; P-2349-34583-04
PC-716-3590	DRY CLEANING (1 SHIRT)	P-4216-80113-79
PC-345-2501	HOUSE PAINTING (1 10'X12' ROOM)	P-0713-29896-46
PC-123-3213	OIL CHANGE (1 CAR)	P-1492-12010-71; P-1492-12010-72
PC-709-8030	POTATO CHIPS (20 OZ BAG)	P-2450-20344-32; P-1519-72193-02; P-1967-10706-33

FIG. 3

PRODUCT IDENTIFIER <u>402</u>	PRODUCT DESCRIPTION <u>404</u>	BRAND <u>406</u>
P-0984-90234-02	PASTA SAUCE (16 OZ JAR)	RAGU®
P-0283-17234-23	PASTA SAUCE (16 OZ JAR)	PREGO®
P-1230-89127-12	PASTA SAUCE (16 OZ JAR)	FIVE BROTHERS®
P-8902-29038-76	PASTA SAUCE (16 OZ JAR)	CLASSICO®
P-0928-09823-58	TUNA FISH (6 OZ CAN)	STARKIST®
P-2349-34583-04	TUNA FISH (6 OZ CAN)	BUMBLE-BEE®
P-9823-98435-57	TUNA FISH (6 OZ CAN)	CHICKEN OF THE SEA®
P-4216-80113-79	DRY CLEANING (1 SHIRT)	SAM'S DRY CLEANING®
P-0713-29896-46	HOUSE PAINTING (1 10'X12' ROOM)	TWO BROTHERS PAINTING®
P-1492-12010-71	OIL CHANGE (1 CAR)	RUSTY'S GARAGE®
P-2450-20344-32	POTATO CHIPS (20 OZ BAG)	WISE®
P-9052-39242-31	SODA POP (6 CANS)	COCA-COLA®
P-5485-23048-24	BATH SOAP (3 BARS)	IVORY®

FIG. 4

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600

BUYER IDENTIFIER 602	PAYMENT IDENTIFIER 604
B-12-12-123434	CREDIT CARD: 1239-0912-0128-0928
B-49-12-437952	DEBIT CARD: 9032-0934-0293-0938
B-47-83-971234	BANK ACCOUNT: 0982189239023845
B-92-46-982734	CREDIT CARD: 3498-2345-0945-8234
B-09-23-178345	DEBIT CARD: 8236-8340-9424-2412
B-03-04-198337	CREDIT CARD: 5679-4891-8791-6781
B-05-12-100194	CREDIT CARD: 2234-2908-2345-0943

FIG. 6

500

SUBSIDY IDENTIFIER 502	SUBSIDY PROVIDER 504	SUBSIDY AMOUNT 506	SUBSIDY RULE 508
S-1-092384	RAGU®	\$2	FOR EACH JAR OF RAGU® PASTA SAUCE THAT A BUYER PURCHASES
S-2-092384	STARKIST®	\$1	FOR EACH CAN OF STARKIST® TUNA FISH THAT A BUYER PURCHASES
S-3-092384	BUMBLE-BEE®	\$10,000	80% OF ALL CANS OF TUNA FISH SOLD THROUGH THE CONTROLLER WILL BE BUMBLE-BEE® TUNA FISH
S-4-092384	CONTROLLER	\$20	FOR EACH NEW BUYER, DISTRIBUTED AS NECESSARY OVER THE BUYER'S FIRST FIVE VISITS
S-5-092384	TOSTITOS®	\$3	FOR EACH PRODUCT LIST THAT INCLUDES BOTH TOSTITOS CHIPS® AND TOSTITOS SALSA®
S-6-092384	COCA-COLA®	\$3	SHOPPING LIST INCLUDES "COCA-COLA® OR PEPSI®" AND THE BUYER PURCHASES COCA-COLA®
S-7-092384	GENERAL MILLS®	\$15,000	DISTRIBUTED AS NECESSARY TOWARDS PURCHASES OF GENERAL MILLS® PRODUCTS, WITH A MAX OF \$5 PER LIST
S-8-092384	CITIBANK®	\$30	FOR EACH BUYER WHO AGREES TO SIGN UP FOR A CITIBANK® CREDIT CARD
S-9-092384	GOOD HOUSEKEEPING®	\$5	FOR EACH BUYER WHO SIGNS UP FOR A FREE TRIAL SUBSCRIPTION TO GOOD HOUSEKEEPING MAGAZINE®

FIG. 5

BUYER IDENTIFIER <u>702</u>	B-12-12-123434
OFFER PRICE <u>704</u>	\$9.00

SHOPPING LIST	
PC-092-1234	PASTA SAUCE
PC-903-9034	TUNA FISH
PC-709-8030	POTATO CHIPS
PC-634-9078	SODA POP
PC-123-9234	BATH SOAP

FIG. 7

800

PRODUCT CATEGORY IDENTIFIER 802	FIRST POTENTIAL PRODUCT 804	SUBSIDY PAYMENTS PER PRODUCT 806	COST PER PRODUCT 808	BREAK-EVEN PRICE PER PRODUCT 810
PC-092-1234	P-0984-90234-02 RAGU® PASTA SAUCE	\$2.00	\$3.50	\$1.50
PC-903-9034	P-0928-09823-58 STARKIST® TUNA FISH	\$1.00	\$2.00	\$1.00
PC-709-8030	P-2450-20344-32 WISE® POTATO CHIPS	NONE	\$2.50	\$2.50
PC-634-9078	P-9052-39242-31 COCA-COLA®	NONE	\$1.50	\$1.50
PC-123-9234	P-5485-23048-24 IVORY® SOAP	NONE	\$3.00	\$3.00

	SUBSIDY PAYMENTS 814	COSTS 816
PER PRODUCT TOTALS 818	\$3.00	\$12.50
OTHER 820	\$5.00	\$2.00
TOTAL FOR FIRST POTENTIAL PRODUCT LIST 822	\$8.00	\$14.50

BREAK-EVEN PRICE FOR FIRST POTENTIAL PRODUCT LIST 826	\$6.50
NET PROFIT OR LOSS 828	\$2.50

FIG. 8

SHOPPING LIST 902	FIRST POTENTIAL PRODUCT LIST 904	SECOND POTENTIAL PRODUCT LIST 906	THIRD POTENTIAL PRODUCT LIST 908	FOURTH POTENTIAL PRODUCT LIST 910
PC-092-1234	P-0984-90234-02 RAGU® PASTA SAUCE	P-0283-17234-23 PREGO® PASTA SAUCE	P-0984-90234-02 RAGU® PASTA SAUCE	P-8902-29038-76 CLASSICO® SAUCE
PC-903-9034	P-0928-09823-58 STARKIST® TUNA FISH	P-0928-09823-58 STARKIST® TUNA FISH	P-2349-34583-04 BUMBLE-BEE®	P-2349-34583-04 BUMBLE-BEE®
PC-709-8030	P-2450-20344-32 WISE® POTATO CHIPS	P-2450-20344-32 WISE® POTATO CHIPS	P-2450-20344-32 WISE® POTATO CHIPS	P-2450-20344-32 WISE® POTATO CHIPS
PC-634-9078	P-9052-39242-31 COCA-COLA®	P-9052-39242-31 COCA-COLA®	P-9052-39242-31 COCA-COLA®	P-9052-39242-31 COCA-COLA®
PC-123-9234	P-5485-23048-24 IVORY® SOAP	P-5485-23048-24 IVORY® SOAP	P-5485-23048-24 IVORY® SOAP	P-5485-23048-24 IVORY® SOAP

TOTAL SUBSIDY PAYMENTS	914	\$8.00	\$6.00	\$7.50	\$8.50
TOTAL COSTS	916	\$14.50	\$15.00	\$15.50	\$17.00
BREAK-EVEN PRICE	918	\$6.50	\$9.00	\$8.00	\$8.50
NET PROFIT OR LOSS	920	\$2.50	\$0	\$1.00	\$0.50

FIG. 9

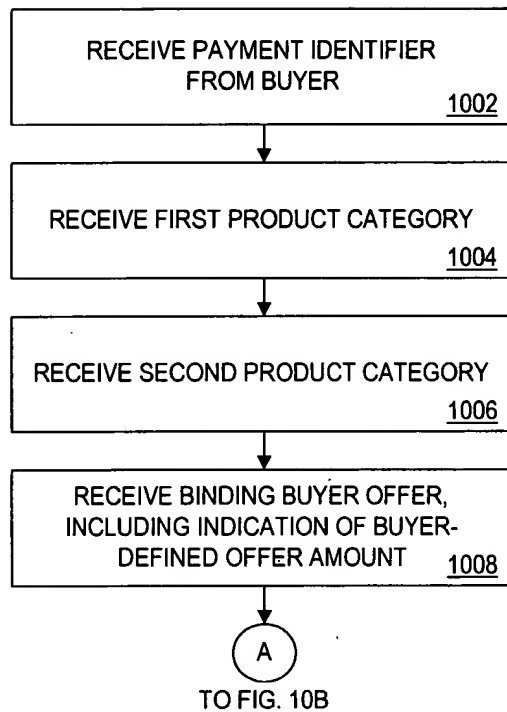


FIG. 10A

FIG. 10B

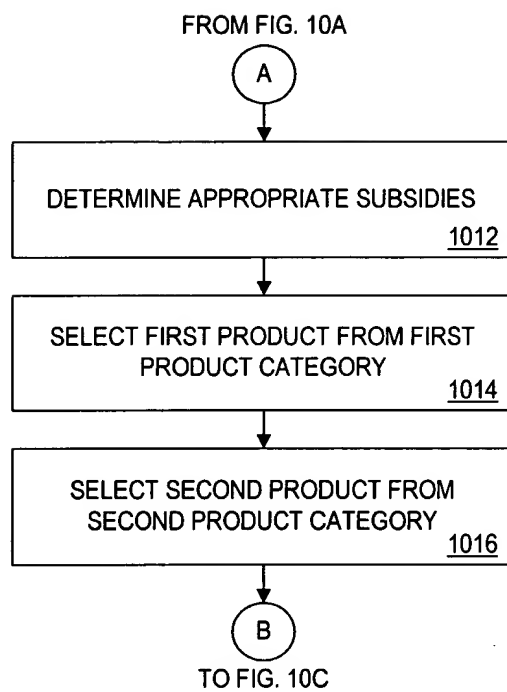


FIG. 10B

THE UNIVERSITY OF CHICAGO

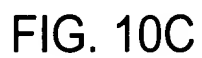


FIG. 10C